Forest owners are communicating about the management of their forests

12th European Forest Pedagogics Congress

Emma Berglund
Secretary General

3-6 October 2017
Milovy, Czech Republic
Outline

CEPF – who we are

CEPF and Forest Pedagogics & Communication

How do CEPF members use Forest Pedagogics & Communication
CEPF – the voice of European Private Forest Owners

• Founded in Luxembourg in 1996, but with roots back to early 60’s
• Registered as an association sans but lucratif (asbl) in Belgium since 2012
• The umbrella federation of family forestry in Europe
• Represents and promotes the common interests of private forest owners in Europe
• CEPF serves the interests of the approximately 16 million forest owners. They are private individuals, families and cooperatives that take care of about 60% of Europe's forests.
Diversity of private forest ownership

- About 60% of forests privately owned
- Approx. 16 million forest owners
- Small scale forest holdings (average size within EU 13 ha, but most own 2-5 ha)
- 83% individuals/families; 12% forest industries; 5% private institutions
- New types of PFOs (e.g. urbanisation)
- 20-30% pensioners

Source: Enquiry on Private Forest Ownership in Europe 2007
CEPF – from roots to crown

Core principles

- **Sustainable forest management** and **multifunctionality** of forests and other wooded land
- Acknowledgement of **ownership rights**
- **Economic viability** of the forest holding as well as **competiveness** of the forest and forest-based sector
CEPF Members

Ordinary members – national confederations:

Austria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Latvia, Lithuania, Luxembourg, Norway, Portugal, Slovenia, Spain, Sweden, Switzerland

Associated members:

ArcMed, CONFI, Waldverband Austria, Institut Agrícola Català de Sant Isidre
CEPF Board

Hubert de Schorlemer, Luxembourg
CEPF President since 2012

Olivier Bertrand, France, Vice-President
Philipp zu Guttenberg, Germany, Vice-President
Juha Marttila, Finland, Vice-President
Michael Podstatzky-Lichtenstein, Czech Republic, Vice-President
Zdenko Bogovic, Croatia
Luís Dias, Portugal
Arnis Muiznieks, Latvia
Felix Montecuccoli, Austria
Sven-Erik Hammar, Sweden
CEPF Secretariat

Emma Berglund  Secretary General
Meri Siljama  Policy Advisor
Franz Thoma  Policy Advisor
Laura Salo  Office Manager
Aigars Loks  Trainee

A small, but vigorous team!
CEPF and Forest Pedagogics & Communication
Main Principles of Forest Pedagogy in Europe

- addresses all **social, environmental and economic** dimensions of sustainability
- fosters understanding, interactions and relationships of **human-environmental relations** in the context of sustainable development
- is based on **knowledge** about forest ecosystems and **experience** in sustainable forestry
- promotes understanding, use and application of the concept of **sustainable development** through the example of **sustainable forest management**
- demands an **holistic** approach and it considers world-wide coherences
- contributes to education for sustainable development (ESD) and the UN-Decade for ESD
- cooperates with other partners engaged in environmental education or ESD
- requires active and cooperative educational methods and approaches
- values, promotes and offers forests as a healthy and excellent learning environment for outdoor education as well as a resource for learning
- encompasses natural and cultural heritage

Source: Common European Strategy on Forest Pedagogy
CEPF communication should support our aims

- **Sustainable forest management** and **multifunctionality** of forests and other wooded land
- Acknowledgement of **ownership rights**
- **Economic viability** of the forest holding as well as **competitiveness** of the forest and forest-based sector
Overall goals of CEPF communications

• The purpose of CEPF communication is to help and support our lobbying work and CEPF members
• Raise awareness
• Raise understanding and level of knowledge
• Promote CEPF core principles and key messages
• To get right action in decision making
The EU: a complex system of different bodies, actors, cultures and levels of interaction and implementation
EU Stakeholder Landscape

5 EU INSTITUTIONS
- European Parliament
- European Commission
- Council of Ministers
- European Council
- Court of Justice

2 CONSULTATIVE BODIES
- Committee of the Regions
- Economic and Social Committee

36 EU AGENCIES
- EEA
- Angers
- ECHA
- Helsinki
- Copenhagen

5500 STAKEHOLDERS

7000 OPINION FORMERS

CEPF
EU Forest Policy: a complex scattered puzzle

- EU Forest Strategy and MAP
- Public procurement
- 7th Environment Action Programme
- Plant health control Regulation
- Invasive Alien Species Regulation
- Sustainability criteria for biomass
- LULUCF Regulation
- Biodiversity Strategy 2020
- ILUC
- Bioeconomy Strategy
- Mapping of Ecosystem Services (MAES)
- Energy Union
- Horizon 2020
- EU Timber Regulation
- Water Framework Directive
- Effort Sharing Regulation
- NATURA2000
- CAP post 2020 - Rural Development
- Habitat Directive
- Birds Directive
- EU Strategy on Adaptation to Climate change
- ILUC Regulation
- CEN sustainability criteria bio-based products
- RPM Regulation
- Framework Programme 9
- State Aid Rules
- Green Infrastructure
- No Net Loss
- Roadmap to a Resource Efficient Europe
- EU Strategy on Adaptation to Climate change
- Horizon 2020
- Bioeconomy Strategy
- 7th Environment Action Programme
- Invasive Alien Species Regulation
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- State Aid Rules
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- Roadmap to a Resource Efficient Europe

CEPF
CEPF lobbying and communication instruments

**External**
- CEPF Website
- CEPF Newsletter
- Statements
- Events
- CEPF brochure and key messages
- Press releases, position papers and letters
- Social media; Twitter and LinkedIn
- Visibility in media
- Stakeholders

**Internal**
- CEPF Members Update
- Call for action – mobilise network
- Internal events and meetings (Working group, Board, GA)
European Family Forestry – sustainability in action!
Sustainable use of bioenergy

The European Commission recently presented a proposal containing sustainability criteria on bioenergy. Issues like the definition of sustainable bioenergy and its impact on the future use of biomass and forest management were discussed at a seminar co-organized by Swedish Enterprise, the Federation of Swedish Farmers and the Swedish Forestry Industries Federation on December 7th.
EuropeanForestOwners @CEPF_Secretariat - 8 Nov 2016

#ForestActionDay #CEPF221 The world needs more forests, that are sustainably managed. #forestsmatter buff.ly/29Ly0VF

EuropeanForestOwners @CEPF_Secretariat - Feb 16

Thanks to sustainable forest management, Europe is greener now than 100 years ago. buff.ly/29u6TQ0 #SFM #familyforestry

Twitter @CEPFSecretariat
Tighten alliances and partnerships
European Forestry House

Centre of competence and expertise in forestry and wood related issues
CEPF Working Group

A key platform to mobilise our expertise!
How do CEPF members use Forest Pedagogics & Communication
Example Sweden

• Regional level PFO organisations support local and regional initiatives
  – Example: Mera Skog Västerbotten http://www.meraskog.se/

• National level PFO organisation supports many forest communication and pedagogy activities, often together with other sector organisations, forest agency etc
  – Example: “The forest in the school” https://www.skogeniskolan.se/
  – Example: LRF video with forest owners
    https://www.youtube.com/watch?v=3xCtmDdcLUY&feature=youtu.be
  – Example: Broad communication campaign Svenska Skogen
Visste du att
70% av Sverige
består av skog?

I våra stora svenska skogar växer det naturligt smarta material och lösningar på morgondagens klimatfrågor.
Läs mer på svenskaskogon.nu
Example Austria

• “Waldspiele Steiermark”
• Forests as classroom
• Target group: schoolkids 3rd grade — 2,500 kids per year
• Organised by chamber of agriculture and forestry in Styria in collaboration with proHolz Styria

Waldspiele
Steiermark
www.waldspiele-stmk.at
Forest Academy

Forest Academy for Decision-Makers is a course and discussion forum on forest issues, directed at top-level decision-makers and opinion leaders throughout the Finnish society. It is first and foremost a communication programme.

Over thousand persons have participated in Forest Academy courses in Finland since it was established in 1996. Photo: Sakku Rusila
Conclusions

- Forest Pedagogics – Education – Communication → connected and share principles
- Holistic approach key → understanding of all 3 pillars of sustainability and how they are connected
- Forest Pedagogics crucial for increasing knowledge about benefits of forests and SFM → huge opportunity and necessity for sustainable development
- CEPF is doing communication and educational activities at EU level
- CEPF members are engaged in Forest Pedagogics in many projects at various levels
  - But huge opportunity for private forest owners to engage even more!
Thank you!

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